

## Exquisite Woolen Dress Fabrics

They will be blown your price-way during the Anniversary Sale. Many of them are priced for less than we can ordinarily buy them for—

**\$1.50** Pebble Granite Suiting, 54 inches wide; navy, Copenhagen, dark brown and black ..... **The Price Will Be 57c**  
**89c** Storm Serge, all wool; 50 inches wide, in navy or black .....  
**85c** Serge, 45 inches wide, sponged and shrunk, in navy, midnight blue and black .....

Others are the **\$1.35** Sponged and Shrunk Broadcloth, navy or black, to be sold for ..... **98c**  
**\$1.50** Sporting Coat Checks, half-inch size, black and white, for, yard ..... **\$1.00**  
 The **75c** Roman Stripe Fancy, a large range of designs; they are

used for combination suitings principally, on sale ..... **59c**  
**\$1.25** English Coating Serge; 50 inches wide, black, navy and midnight blue, on sale for, yard ..... **85c**  
 These are only a few of the many. Main Floor.

## The Following White Goods, Cottons and Flannelettes at Special Anniversary Prices:

Silk and Linen Crepe Poplin, soft and clingy, 24 inches wide ..... **29c**  
 Fine heavy Corded Crepe, for street dresses or evening wear; black, white, Copenhagen, navy, pink, light blue and old wisteria; the price of these has been 75c .....  
 Roman Stripe Silk, 28 inches wide, with an almost infinite range of various combination colorings; for waists and combination dresses, the best price has been 50c ..... **Yard**

Monday on sale, 35c All-Wool Elderdown 27 inches wide, shown in solid colors, pink, white, light blue and cardinal, for, yard ..... **29c**  
 Also special prices on White Flannel, 10 pieces of the best 25c Skirting Flannel will be sold for ..... **18c**

60 pieces of Imported Nub Ratine Suiting, double width, upwards of a yard wide, for street dresses, in wisteria, brown, leather, mahogany and Nell rose; these are the heaviest that have ever been sold for 75c; the original importers' prices has been to sell at \$1.50, special for the Anniversary Sale, yard ..... **17c**

Pajama Outing, extra heavy cloth, white ground with neat designs; for night robes, to be sold for yard, at ..... **7 1/2c**  
 The best 15c Ducklin Fleece; a great variety of this season's best designs, for kimono, in light colors; the price will be ..... **12 1/2c**  
 Step to the White Goods Counter and buy the \$1.20 Doe Skin Long Cloth, 12-yard pieces, for ..... **80c**  
 19c Mercerized Madras, various patterns, for ..... **12 1/2c**  
 The 50c Fancy Weave Waisting, 40 in. wide, sheer and crisp material, for, yard ..... **25c**  
 The 40-inch 25c Chiffon Voile, the finest weave sold, here for ..... **19c**  
 Main Floor.

## We Have Made Large Preparations in the Velvet Department

On sale for the Anniversary Week, 50c best quality Corduroy, Velvets; black, green, brown, Copenhagen and cream; full 28 inches wide; to be sold ..... **35c**  
 Silk Velvet, soft for trimming Hats or millinery; black, for yard ..... **80c**  
 only  
 Yard wide Silk Velvet, Chiffon Velvets, in all colors that are used this season. Main Floor.

## Judge This Store By Its Linens

We shall ask you to judge it this Anniversary week, by their prices. Pure linen when not stated otherwise. This store is an open book at all times. A sale is complete only when the purchaser is satisfied.

Irish Table Damask, 70 inches wide, the best quality here or anywhere that we know of; it is sold at \$1.00 a yard; comes in a variety of new patterns; price will be, yard ..... **85c**  
 Pure Irish Linen Table Napkins, the best \$3.00 ones, full size 22x22, to match the above Damask in pattern, dozen ..... **\$2.38**  
 at  
 75c Turkish Bath Mats, size 23x40, extra heavy, water absorbing; pink, light blue and green; the price will be, only ..... **59c**

Fancy Embroidered Towels, ready to stamp, \$1.50 ones, size 24x46, hemstitched, with deep end for embroidery and space for monogram, price is, each ..... **80c**  
 75c Monogram Embroidery, all pure linen, fine huck, with scallop embroidered edge, the price will be, each ..... **50c**  
 \$1.50 Battenberg Linen Scarfs, 18x72; only 10 dozen to be sold; the price will be ..... **98c**  
 Main Floor, Third Aisle—Rear.

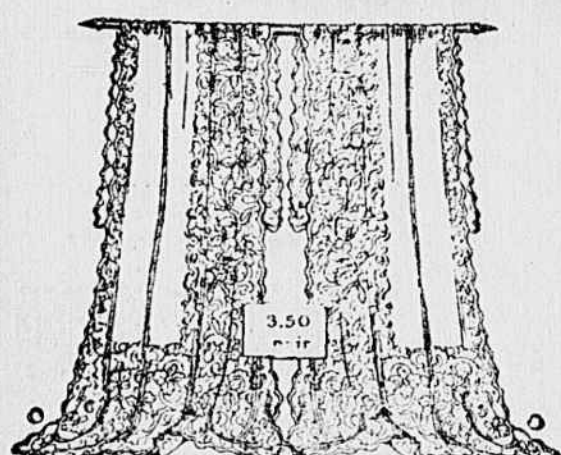
## Rare Values in Rugs, Carpets & Linoleums

For Anniversary Week we are aiming to cement "good will," not after profits. During this week there will be wonderful chances to secure the world's best floor coverings at cost to make. If you could go direct to the manufacturer you would be asked to pay prices marked on these goods this week.

Velvet Druggets, full room size, that are good values at \$12.50, for ..... **\$7.95**  
 this sale .....  
 Seamless Brussels Rugs, 9x12, that never sold for less than \$12.50, for this sale ..... **\$8.50**  
 Seamless Wilton Rugs, 9x12; the best

rug we ever sold at \$35.00, for this sale ..... **\$25.00**  
 Axminster Rugs, 9x12, the usual \$22.50 rug; many patterns; for ..... **\$14.75**  
 only  
 Cork Linoleum, bath and room patterns; a 50c Linoleum for ..... **33c**  
 only

## A World of Draperies



White or Ecru Net, 36 and 40 inches wide, for panels and other purposes, 39c value, for, yard ..... **15c**  
 Two-toned Velour Portieres, 3 yards long, contrasting colors; such as green on one side and rose on the other, etc., price, pair ..... **\$12.50**  
 Two-toned Mercerized Portieres, in variegated colors of one to the other side, pair ..... **\$8.00**

Curtains, Portieres, Couch Covers, Tapestries and things that bring cheer to the home. We have prepared with the beauty that fancy will want to take for its own. AND THE PRICES—

White Cable Net Lace Curtains, not only sheer but wear and wash better than any produced in years; the designs stand out clear; these are 3 yards long and made to sell at \$1.75, the Anniversary Sale makes them, pair ..... **\$1.00**  
 The Scotch Net Curtains, 3 yards long, instead of \$1.00, they are ..... **67c**  
 White Nottingham Curtains, about 200 pair, 2 1/2 yards long; will sell for, pair ..... **35c**  
 White Serim Curtains, the prettiest of the \$5 values, for ..... **\$3.50**  
 Roman Stripe French Couch Covers, instead of \$1.50 ..... **\$1.00**  
 50-inch Tapestry, various widths and various combinations, new colorings, price, \$3.50 to ..... **\$1.50**  
 The 50c most beautiful designs of Cretoune, will sell for ..... **25c**  
 Fourth Floor.

1857

57<sup>th</sup> ANNIVERSARY

## The Cohen 57<sup>th</sup> Anniversary The Greatest Sale In Years

Thousands of dollars expended for the occasion of the week's business that will strike home event for upwards of two months. "Buy goods to turn the want of every consumer in Richmond the merchandise record of price values will be side-tracked for the week, and the "GOOD WILL" honest help to all that can come to its doors. The store will be opened as usual at 8:15 in the morning you see the goods you want. When possible or convenient, please carry small packages with you which we desire to prevent.

## Fashion's Fairest Favorites in Women's Wear

Women who participate in this great Anniversary event in our Garment Department represented in this "Good-Will" Sale is expressive of the top-notch degree of taste and are unsurpassed. The low pricings for Anniversary Week are remarkable.

### New Tailored Suits

Broadcloth and Gabardine Suits, jaunty short-coat models; caracul or velvet trimmed; navy, green, brown or black; all sizes—

**Regular \$22.50 Suits for \$16.50**

### Novelty and Demi-Tailored Suits

Of serge, gabardine, poplin or broadcloth; some fur and broadtail trimmed; all the new shades—

**Very Special for \$27.50**

### Demi-Tailored Model Suits

Of serge and broadcloth, guaranteed satin lined; well tailored full skirts; navy, black or brown; 100 of these Suits—

**Regular \$12.50 Suits for \$7**

### Newest Model Suits

Just arrived in jaunty short-coat styles, in a wide range of new materials and colors, superb styles and tailoring—

**Specially Priced This Week, \$16.50**

### Copies of Paris Models

In both short and long coat effects; Suits that have ways sold for \$65 to \$80; all are especially low priced week. They are

**Exceptional Suits for \$50**

### Dresses in New Styles

47 Dresses of satin, meteor and combination effect four beautiful new models, in all colors. The equal of all Dresses have sold for \$22.50, for this week choice of

**\$22.50 New Dresses, \$17.50**

## Display of Imported Models As An Anniversary Treat

Twelve exquisite Evening Gowns will be on display in our Garment Salon on

**Tuesday, Wednesday and Thursday**

Each one being a direct copy from models of the famous artists of Paris, and developed in the exact materials as used by the originators. To those who love the beautiful, this display will be a rare treat.

## Cohen's for Undergarments

Women's Woolen Petticoats, Flannellette Gowns and Skirts, Kimonos, etc., in every variety in the Muslin Underwear Store.

Muslin Underwear Trousseau Sets that should be \$7.50 will be sold Monday and the week for, set ..... **\$5.00**  
 Consisting of gown, petticoat and combination drawers.

\$1.25 Nainsook Petticoats will sell for ..... **88c**  
 "Ami-French" Corset Covers and Drawers, with embroidery designs, that should be \$1.25, will be ..... **75c**

Knit Skirts, in various colors, for ..... **18c**  
 \$1.25 Wool Knit Skirts ..... **95c**

The same department has Children's Cambric Drawers up to 12 years of age, for, pair ..... **7c**  
 A lot of odd Corset Covers, lace trimmed, made to sell for \$1.00, for ..... **55c**  
 only

## The Infants Not Forgotten



The entire department has been changed this season to a taste different from any of all the past. There is everything for the baby from the tiniest thought to the most useful and necessary.

Special sale of White Lawn Dresses; prices that should be to \$4.50; 2 to 6 years, choice at ..... **\$2.00**  
 Lot of \$2.50 White Lawn Dresses, for ..... **\$1.00**  
 only  
 The Pure Wool Sweaters, in white or colors, that you usually pay \$1.25 for, will sell for ..... **90c**  
 The \$1.00 Wool Booties, for ..... **45c**

### Children's Coats

All of the new styles of the season, among them the Velveteen; they are priced at many stores as high as \$9, are here for ..... **\$5.00**  
 only

A more beautiful lot of Hats this store has never known; see what \$1.50 will buy Monday.

We offer special Infants' White Flannel Gowns and Kimonos, with pink 18c and blue bands, each ..... **18c**  
 Second Floor, Next Elevator.

## Trimmed Hats in the Anniversary Sale

An assemblage of Hats that far excels all previous showings in point of style, diversity of models, quality and workmanship.

Black Velvet and Plush Hats, Turbans, Sailors and Close Fitting Shapes, trimmed with Ostrich, Flowers, Stick-Up Fancies.

**\$18 to \$20 Hats, Monday, \$5.98**

Second Floor.

## Anniversary Sale of Kid Gloves

35 dozen Pique Kid Gloves, the best of German make; tan, green, navy or black; they are the \$1.25 and \$1.50 Gloves; all sizes from 5 1/2 to 7, we make the price ..... **75c**

16-button length Kid Gloves, black, white and tan; those we always sell at \$2.75, for the week only our special price will be ..... **\$2.25**

Duplex Chamotte Gloves, with contrasting colored embroidered backs; the usual 59c Glove, will be sold for ..... **37 1/2c**

## Jewelry

Solid Gold Cameo Pins, the kind you usually pay \$9.75 for, Anniversary Sale price, each ..... **\$4.95**

Gold Filled Bracelets, with safety catches; guaranteed for 5 years; a good \$2.50 value for ..... **\$1.45**

German Silver Mesh Bags, the kind you usually pay \$1.98 for, Anniversary Sale price ..... **95c**

## Leather Goods

All Leather, Leather-Lined Bags; a great value at \$1.00, special sale price ..... **60c**

New Hand Bags, of Pin Morocco Fin Seal, with silver and gilt trim; some are nicely fitted; these \$5 values; these to be sold, each ..... **\$3.00**

Novelty Gift Bags, in saffron and pin seal leather; latest shape styles, with and without fittings; retail \$8.98 bag, sale price is ..... **\$5.00**  
 only

## Newest Linings

Beautifully Brocaded Satin Linings, so much used for coat lining; imported to sell at 75c, sale price, per yard ..... **40c**

Black Percale Lining, fast color always pay 15c; Anniversary price, yard ..... **10c**  
 Moire Linings, suitable for coat drop skirts; a beautiful 29c cloth, yard

## Bargain Basement Anniversary

At hand for Monday's sale that will rival even a half-gift sale spread good will throughout all parts, where economy is either desired or necessary.

About 100 pieces of Table Oil Cloth, 14 yards wide, various patterns, at ..... **10c**

Those finest English Percales that sell for 15c, are now for ..... **9 3/4c**  
 only

Anarcocogn Cotton ..... **8 1/2c**  
 Good Heavy Outing Flannel, ..... **5 3/4c**  
 at

Non-shrinkable 35c Wool Flannel, for ..... **21c**  
 Apron Gingham, assorted checks, for ..... **37 1/2c**

Heavy Lockwood Sheet, 2 1/4 yards wide, bleached; instead of 32c, yard ..... **25c**

**Those Who Need Bedding Had Better**

81x96 Utica Sheets of the name "Oneida," we have the Utica to compare to show you that it is the identical quality, with here and there a flaw, that gives wearing equal to the first; instead of 85c, the price is ..... **57c**

65c Sheets, size 81x90, heavy round thread, perfect, for ..... **50c**  
 The usual 60c quality, size 72x90, for ..... **28c**

Finest quality Pillow Cases, for 25c and ..... **15c**  
 The usual 12 1/2c ones for ..... **7c**

**A SPECIAL SALE OF BLANKETS FOR THE OCCASION OF THE ANNIVERSARY SALE—**

Crib Blankets, blue or pink border, for ..... **50c**  
 Cotton Blankets, white or gray, for ..... **50c**

75c 10-4 size, for ..... **50c**  
 only

\$1.50 12-4 size, white or gray, for ..... **50c**  
 The \$3.00 Woolnap Heavy 11-4 size, for ..... **50c**

**The COHEN CO. INC.**  
 THE DAYLIGHT  
 STORE 97 RICHMOND